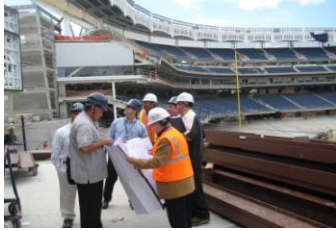


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# UNIVERSAL CONSULTING, INC.

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Construction Rollout Strategies to Emerging Chains & Franchisees



## PROFILE & EXPERTISE

Is your company truly prepared for regional or national rollout expansion related to the construction process? A sound strategy captures all the monetary efficiencies of a well developed program and reduces initial investment for maximum year one returns. Having a construction rollout strategy and infrastructure, aligned with your real estate process, prepares your company for expansion.

## ROLLOUT EXPERIENCE



**Schlumberger**



Air BP

**ExxonMobil**

Our expertise delivers:

- **Planning** - Strategic construction planning and guidance to align with existing real estate processes for regional or national expansion.
- **Analysis** - Construction rollout analysis and cost structures, regionally or by markets.
- **Tools** - Construction rollout programs, processes, and tools for optimum execution.
- **Methodology** - Rollout efficiencies for consistent execution and delivery related to contractors, materials, and logistics.
- **Process** - Consistency, familiarity, and predictability of the construction rollout process to the franchisor.
- **System Support** - Project management services for your franchise community to ensure area development timelines for revenue royalty stream are met.
- **Savings** - Negotiating and procuring construction materials for favorable national pricing.
- **Value Engineering** - Identify opportunities for existing prototype build-outs to maximize ROI related to construction costs without design aesthetic compromise.
- **Training** - Conduct franchisor workshops and seminars to evaluate, educate, train, and enhance existing construction department processes and procedures.

**UNIVERSAL CONSULTING, INC.** is committed to your organization's growth and success. Trust us to deliver tangible and proven results backed by 18+ years of professional industry experience in architecture, construction, project management, and national restaurant rollout. We offer professionally-seasoned and sound expertise to focus on your development goals and initiatives. Your focus is brand growth; our focus is helping you achieve it!

Visit our web profile at <http://Consultant.BusinessCard2.com>

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## TESTIMONIALS

*"I have known and worked with Carlos Santa Cruz for over six years. With his architectural background and knowledge of general construction, Carlos can quickly and completely assess a situation and make solid recommendations that save his clients both time and money. His approach to work applications is professional and the results are spot on. Johnny Rockets continues to use the expertise of Universal Consulting, Inc. and I highly recommend their complete portfolio of services to our franchisees and potential franchisors that can benefit from their professional experience".*

**David Eberle, SVP Franchise Sales**  
The Johnny Rockets Group, Inc.

*"Carlos has been a tremendous help to Johnny Rockets in the organization and development of our design and construction program. For the past ten months he has assisted us in developing processes and deliverables that will be very valuable tools for corporate and franchise development. His knowledge and experience would be an asset to any organization."*

**Mike Shotzbarger, Director of Construction**  
The Johnny Rockets Group, Inc.

*"Carlos has tremendous construction, architectural and trade dress experience. He has the expertise and business savvy to help any franchisee navigate the rocky waters of contract negotiation, permit expediting, and franchisor compliance and construction management. The ultimate goal is to get your business open and to do it on time and within budget. Be smart and hire an effective man who is passionate about his work and his relationships."*

**James Bitzonis, Esq., President & CEO**  
Four M Capital, LLC  
NY Metro Area Franchisee, Buffalo Wild Wings

*"Mr. Santa Cruz's experience, professionalism and "does whatever it takes" dedication at Buffalo Wild Wings, Inc. contributed to its success as one of the top and fastest growing restaurant franchise brands in America. Carlos understands, appreciates and thrives in building the all important franchisee relationships that are the foundation for effective business expansion."*

**Bill McClintock, CFE**  
Industry Veteran – VP Franchise Sales  
Discovery Zone / Buffalo Wild Wings

*I found him to be knowledgeable and dedicated. What I liked most about Carlos was his ability to react to field conditions, make quick decisions that were in the best interests of the brand and the franchisee to facilitate the completion of our construction process with minimal disruption. As a franchisee, time is money! Carlos can help to bridge the brand and the operator with the goal that all would be successful.*

**Mike Jones, Owner**  
IN/VA Area Franchisee, Buffalo Wild Wings